

CLAIMS

1. A display strip for arranging and attaching a plurality of product-enclosed bags for the display,

5 which comprises at least a substrate layer and a sealant layer,

 the sealant layer being bondable to a surface layer of the bag by thermocompression bonding and having no pressure sensitive adhesive property before the
10 thermocompression bonding, but being bondable to the bag again owing to exposure of a pressure sensitive adhesive face in the case of peeling of the bag bonded by thermocompression bonding.

15 2. The display strip according to claim 1, wherein the sealant layer contains a heat activated pressure sensitive adhesive.

 3. The display strip according to claim 2,
20 wherein the sealant layer has a layered structure of two or more layers and at least the outermost layer is a heat activated pressure sensitive adhesive layer containing a heat activated pressure sensitive adhesive and an inner side layer of the heat activated pressure sensitive
25 adhesive layer is a pressure sensitive adhesive layer having the pressure sensitive adhesive property at normal temperature.

 4. The display strip according to claim 2 or 3,
30 wherein the heat activated pressure sensitive adhesive contains a thermoplastic resin with a second transition temperature of -10 to 70°C and a solid plasticizer with a melting point of 70 to 120°C.

35 5. The display strip according to claim 4,

wherein the heat activated pressure sensitive adhesive further contains a tackifier.

6. The display strip according to claim 1,
5 wherein the sealant layer has a layered structure of two or more layers and at least the outermost layer is a heat seal layer containing a thermofusible resin having no pressure sensitive adhesive property at normal temperature and an inner side layer of the heat seal layer is a
10 pressure sensitive adhesive layer having the pressure sensitive adhesive property at normal temperature.

7. The display strip according to claim 6,
15 wherein the pressure sensitive adhesive layer having the pressure sensitive adhesive property at normal temperature contains a rubber pressure sensitive adhesive or an acrylic pressure sensitive adhesive.

8. The display strip according to claim 6 or 7,
20 wherein the heat seal layer has a thickness of 20 μm or less.

9. The display strip according to claim 1, 2, 3, 4,
5, 6, 7 or 8,
25 wherein the substrate layer comprises biaxial oriented polypropylene, biaxial oriented polyethylene terephthalate, metal, paper, or these laminates.

10. The display strip according to claim 1, 2, 3, 4,
30 5, 6, 7, 8 or 9,
wherein the bag comprises at least the sealant layer and the substrate layer.

11. The display strip according to claim 10,
35 wherein the sealant layer comprises at least one

selected from a group consisting of polypropylene, a copolymer of propylene and any other olefin, and low density polyethylene.

5 12. The display strip according to claim 10,
 wherein the sealant layer comprises a heat-sealable
biaxial oriented polypropylene film.

10 13. The display strip according to claim 10, 11 or
12,
 wherein the sealant layer and the substrate layer are
laminated via an adhesive.

15 14. The display strip according to claim 10, 11 or
12,
 wherein the sealant layer and the substrate layer are
laminated via an intermediate layer.

20 15. The display strip according to claim 14,
 wherein the sealant layer and the intermediate layer
are laminated via an adhesive.

25 16. A display strip and product assembly,
 which is obtainable by bonding the display strip
according to claim 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12,
13 or 14 and a product-enclosed bag by heat sealing.